

FOR IMMEDIATE RELEASE

**Young population and demand for cocktails will drive white spirits market in India, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches White Spirits Market in India 2010 report covering a market which is growing rapidly. It is a part of Netscribes' Food and Beverages Series reports.*

**Mumbai, India – August 30, 2010** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report White Spirits Market in India 2010. The market for white spirits in India is nominal in terms of share but in terms of popularity, it is growing rapidly as compared to the other spirits and this provides huge potential for players to launch newer brands and flavors to exploit this potential. Furthermore, due to the changing profiles of consumers and growing culture of visiting pubs, the market is set to expand rapidly. The market is now being flooded with premium foreign brands.

The report begins with an introduction section wherein the clear differentiation of the alcohol beverages in India has been shown with a focus on the white spirits category in India. This is followed by the market overview section providing the size of the Indian Made Foreign Liquor (IMFL) market in India with the segmentation in terms of market size and players. This is followed by the market overview of the white spirits in India providing the size of the market and projected percentage growth of this segment comparing it to other alcoholic beverages in the market. The import and export figures of vodka have been highlighted including the market share of major countries. This is followed by a description of the segments of the white spirits market wherein the market size in terms of volume has been provided for the vodka segment. The key segments in the vodka market and their share has also been given. A brief description of the other white spirits is included and information regarding the major imported brands is provided.

An analysis of the drivers explain the factors for growth of the industry including rising income levels, changing lifestyles & higher acceptance, huge market potential, entry of international brands and growth in organized retail. The key challenges identified encompass high tax structure and improper regulations and advertising ban on alcohol. Key trends in the market have also been analyzed including innovative packaging and flavors, increasing joint ventures, rising mergers and acquisitions, promotional activities and launch of flavored energy drinks.

The competition section provides an overview of the competitive landscape of the market with the share of players in the vodka market. A product portfolio matrix has also been illustrated covering all the players. It also includes complete profiles of the major domestic and foreign players in the market.

The White Spirits market report is part of Netscribes' Food and Beverage Industry Series, which also includes Ready to Eat Market, Pet Food, Pasta Import, Beer, Wines, Bottled Water, Imported Edible Oils, Branded Chocolate, Ice Cream market, and Organic Food Market in India.

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**About Netscribes (India) Pvt. Ltd.**

Netscribes ([www.netscribes.com](http://www.netscribes.com)) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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